

Northwestern

PRITZKER SCHOOL OF LAW

Our Identity

QUICK START GUIDE

February 2016

Our Identity System

The Northwestern Pritzker School of Law's graphic identity system is based upon the primary wordmark, and is in alignment with the master Northwestern University system. It was designed to be flexible and allow for deep layers of information; for example, centers and programs at the Law School have custom identity marks within this system [see page 3 for additional information on these marks]. The primary wordmark should be used in most situations, however, the secondary wordmark is acceptable, and may be preferable, depending upon the particular application.

Please reach out to the marketing and communications team for advice and technical assistance in implementing the new graphic identity.

The wordmark is available upon request. Please contact Marketing and Communications with inquiries.

PRIMARY

Northwestern
PRITZKER SCHOOL OF LAW

SECONDARY

Northwestern | PRITZKER
SCHOOL OF LAW

The identity system includes wordmarks for programs within the Law School. In no circumstances should new logos should be created.

We also encourage the use of full names, avoiding acronyms at all times.

Centers within the Bluhm Legal Clinic have two options for displaying their center name along with the required Northwestern Law and Bluhm Legal Clinic branding on websites, printed materials, and promotional items.

1) A Clinic center may use the official Bluhm Legal Clinic logo (top right) in conjunction with their center's specific logo (if one exists) or the name of the center in plain text.

2) A center may use its own official logo which includes both the Bluhm Legal Clinic designation and the name of the specific center in one logo. See below for examples. Please contact law-communications@law.northwestern.edu to request your center's logo.

Northwestern

PRITZKER SCHOOL OF LAW
BLUHM LEGAL CLINIC

Center on Negotiation
and Mediation

Northwestern

PRITZKER SCHOOL OF LAW
BLUHM LEGAL CLINIC

Environmental
Advocacy Center

PRIMARY EXAMPLES

Northwestern

PRITZKER SCHOOL OF LAW

Bluhm Legal Clinic

Northwestern

PRITZKER SCHOOL OF LAW

Searle Center on Law, Regulation,
and Economic Growth

Northwestern

PRITZKER SCHOOL OF LAW

Master of Science in Law

Wordmark Color

Our wordmark can appear in four color applications:
Northwestern Purple and grey,
Northwestern Purple, white, and black.

BLACK

Black is reserved for when color is not an option (newspaper ads, for example).

WHITE

Use white when the wordmark appears on a dark background or over an image.

Northwestern
PRITZKER SCHOOL OF LAW

Northwestern
PRITZKER SCHOOL OF LAW

Northwestern
PRITZKER SCHOOL OF LAW

Northwestern
PRITZKER SCHOOL OF LAW



Common Mistakes

It's important that we be consistent in how we present our identity. Shown here are some common misuses of our identity. To avoid these, always use the provided artwork without modification.



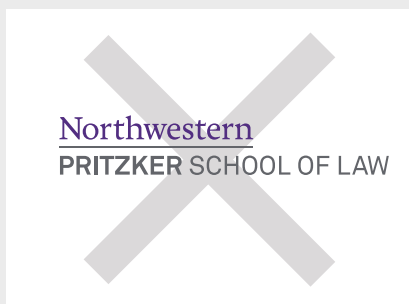
DON'T stretch, condense, or change the dimensions of the identity elements.



DON'T alter or replace the typefaces in the identity.



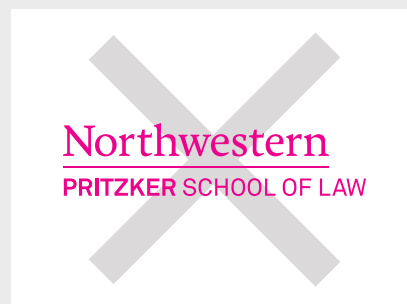
DON'T rearrange elements of the identity.



DON'T change the scale of elements in the identity.



DON'T apply drop shadows or other visual effects to the identity.



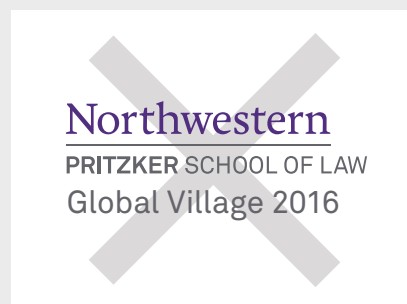
DON'T change the color of the identity elements beyond the approved colors.



DON'T skew or warp the identity, or set it on an angle.



DON'T add extra elements to the identity.



DON'T create an unofficial or unapproved secondary mark.

Nomenclature

OFFICIAL FORMAL NAME

The formal name of our institution is “Northwestern University Pritzker School of Law.” We use the formal name only for official purposes such as on diplomas, transcripts, first mention in press releases, your institutional association in external conference programs, and publication and copyright information.

OFFICIAL FULL NAME

In most applications, the name of our school is “Northwestern Pritzker School of Law.” This is the name we use in our identity marks, on business stationary and publications, and on first use in running text.

OFFICIAL INFORMAL NAME

On second use in running text, we refer to our institution as “Northwestern Law,” “Northwestern Pritzker Law,” and as “the Law School.” Beginning in September, 2016, “Northwestern Pritzker” will become another alternative. This shorthand is acceptable in all content where it is apparent that the communication is coming from Northwestern University or the Northwestern Pritzker School of Law, and anywhere the full name has already preceded it.

In cases where documents are particularly lengthy, the official full name and the official informal name(s) may be used as needed to aid clarity.

WHAT TO AVOID

The abbreviations “NU Law,” “Pritzker,” and “Pritzker Law” are not approved for use within our brand. Avoid these terms, and all other unapproved terms that are too casual to represent our school, or that might lead to confusion in the mind of the reader. We also encourage the use of full names, avoiding acronyms at all times.

Email signature

We recommend the following email signature templates. This is not to say you cannot personalize your signature with additional information, but please include the recommended elements. We also recommend that you use Arial size 10 font on a PC or Arial size 12 font on a Mac, and bold your name. All text should be black.

TIPS

We recommend typing and formatting your signature inside an Outlook email window. Once completed, copy the signature and paste it into the signature box—typing and formatting the signature in a different program, such as Microsoft Word, can result in formatting problems.

Avoid embedded images. Outlook treats embedded images in email signatures as a separate attachment in the email, and this can lead to compatibility problems—your email might not display the way you think it will across all devices and email hosts. We recommend you do not use the Northwestern Pritzker School of Law identity mark or social media icons in your email signature. Instead, use linked text:

Alex N. Example
Professor of Law
[Northwestern Pritzker School of Law](#)
an-example@law.northwestern.edu
312.503.xxxx
[SSRN Author Page](#)
[LinkedIn](#)

OPTION 1

Full mailing address, 1 phone number

Name	Alex N. Example
Title	Professor of Law
[optional] Department/Center	Northwestern Pritzker School of Law
Northwestern Pritzker School of Law	375 East Chicago Avenue
375 East Chicago Avenue	Chicago, Illinois 60611-3069
Chicago, Illinois 60611-3069	an-example@law.northwestern.edu
Email address	312.503.xxxx
Phone Number	

OPTION 2

Full mailing address, multiple phone numbers and fax number

Name	Alex N. Example
Title	Professor of Law
[optional] Department/Center	Northwestern Pritzker School of Law
Northwestern Pritzker School of Law	375 East Chicago Avenue
375 East Chicago Avenue	Chicago, Illinois 60611-3069
Chicago, Illinois 60611-3069	an-example@law.northwestern.edu
Email address	O: 312.503.xxxx
O: office number	F: 312.503.xxxx
F: fax number	C: 312.503.xxxx
C: cell/mobile number	

OPTION 3

No mailing address, 1 phone number

Name	Alex N. Example
Title	Professor of Law
[optional] Department/Center	Northwestern Pritzker School of Law
Northwestern Pritzker School of Law	an-example@law.northwestern.edu
Email address	312.503.xxxx
Phone Number	

OPTION 4

No mailing address, multiple phone numbers and fax number

Name	Alex N. Example
Title	Professor of Law
[optional] Department/Center	Northwestern Pritzker School of Law
Northwestern Pritzker School of Law	an-example@law.northwestern.edu
Email address	O: 312.503.xxxx
O: office number	F: 312.503.xxxx
F: fax number	C: 312.503.xxxx
C: cell/mobile number	

Northwestern Purple

Beyond our logo, Northwestern Purple has the most brand equity of any of our visual elements. The hue is unique among our competitors and a significant identifier of our University as whole. As such, Northwestern Purple *is* our color palette — including tints and shades thereof.

This monochromatic system is bold, strong, and iconic, yielding singular communications that could come from nowhere but Northwestern.

Additionally, by limiting our use of color, we create a cohesive, identifiable family of communications that rely on subtle shifts for differentiation.

Our Palette

The strength of our palette is its consistency. Adhering to these color guidelines will result in clean, comprehensive communications that are instantly recognizable as Northwestern's.

Toward that end, palettes have been developed for loading and use in a variety of software programs. Northwestern Purple, built using the formulations listed to the right, is preloaded into the palette, along with all the values for tints and shades.

Additionally, the values for Rich Black — a slightly warmer black — have been loaded in as well. The tints of this color, however, can be controlled using the Tint slider available in most professional design programs.

NOTE: Rich Black and its tints should be used as a replacement for process black in all instances *except* body text. When setting text at sizes smaller than 12 points, process black and its tints should be used.

Northwestern Purple		PMS 268
C 82 R 078		
M 98 G 042		
Y 00 B 132		
K 12		
Purple 90	Purple 80	Purple 70
C 74 R 091	C 66 R 104	C 57 R 118
M 88 G 059	M 78 G 076	M 69 G 093
Y 00 B 140	Y 00 B 150	Y 00 B 160
K 11	K 10	K 08
Purple 60	Purple 50	Purple 40
C 49 R 131	C 41 R 147	C 33 R 164
M 59 G 110	M 49 G 128	M 39 G 149
Y 00 B 170	Y 00 B 182	Y 00 B 195
K 07	K 06	K 05
Purple 30	Purple 20	Purple 10
C 25 R 182	C 16 R 204	C 08 R 228
M 29 G 172	M 20 G 196	M 10 G 224
Y 00 B 209	Y 00 B 223	Y 00 B 238
K 04	K 02	K 01
Purple 160	Purple 150	Purple 140
C 87 R 029	C 87 R 038	C 86 R 048
M 99 G 002	M 99 G 008	M 98 G 016
Y 30 B 053	Y 25 B 065	Y 20 B 078
K 65	K 56	K 47
Purple130*	Purple 120	Purple 110
C 85 R 056	C 82 R 064	C 83 R 072
M 98 G 023	M 98 G 031	M 98 G 036
Y 15 B 090	Y 10 B 104	Y 05 B 118
K 38	K 30	K 21

Rich Black			
C 50 R 0	90	80	70
M 50 G 0			
Y 50 B 0	60	50	40
K 100			
	30	20	10

*The darker tint, Northwestern Purple 130, approximates the Athletics Purple developed in conjunction with Under Armour.

Secondary Palette

Although our color system is monochromatic, we understand that, in certain instances, another color will need to be used. For those circumstances, we have developed this set of secondary colors.

These colors should be used rarely and sparingly. Under no circumstances should any of them become the predominant color for a school, center, institute, or department.

Brights

# 58B947 C 68 R 88 M 00 G 185 Y 100 B 71 K 00 PMS 360	# 7FCECD C 48 R 127 M 00 G 206 Y 22 B 205 K 00 PMS 318	# 5091CD C 68 R 80 M 34 G 145 Y 00 B 205 K 00 PMS 279
# EDE93B C 10 R 237 M 00 G 233 Y 89 B 59 K 00 PMS 394	# FFC520 C 00 R 255 M 23 G 197 Y 95 B 32 K 00 PMS 7548	# EF553F C 01 R 239 M 82 G 085 Y 80 B 063 K 00 PMS 7625

Darks

# 008656 C 87 R 000 M 24 G 134 Y 83 B 086 K 09 PMS 7725	# 007FA4 C 86 R 000 M 39 G 127 Y 23 B 164 K 01 PMS 314	# 0D2D6C C 100 R 013 M 85 G 045 Y 05 B 108 K 36 PMS 294
# D9C826 C 18 R 217 M 14 G 200 Y 100 B 038 K 0 PMS 611	# CA7C1B C 00 R 202 M 48 G 124 Y 97 B 027 K 21 PMS 7571	# D85820 C 02 R 216 M 77 G 088 Y 100 B 032 K 09 PMS 1595

Overview

When it's used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what's being said. Northwestern's typography communicates clearly and cleanly, and is suitable for a wide range of situations.

Flexibility comes from using a variety of type families that bring different strengths and personalities, depending on how they are used.

Our University typefaces— Campton, Periódico Display, Periódico Text, and Akkurat Pro— have been selected because of their structure and relationship to one another, as well as their legibility at a variety of sizes.

Campton

Northwestern

Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa

Thin ExtraLight Light Book Medium

Aa Aa Aa Aa

Aa Aa Aa Aa

SemiBold Bold ExtraBold Black

Periódico Display

Northwestern

Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa

Thin UltraLight ExtraLight Light Regular

Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa

Medium SemiBold Bold Black UltraBlack

Periódico Text

Northwestern

Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa

Light Regular Medium SemiBold Bold

Akkurat Pro

Northwestern

Aa Aa Aa

Aa Aa Aa

Light Regular Bold

Default Font Substitutes

Our brand fonts may not always be available for use in Word documents, PowerPoint presentations, and other digital applications. This page offers appropriate substitutes.

Arial is the acceptable substitute for Akkurat.

Brand fonts

Akkurat Light
Akkurat Light Italic
Akkurat Regular
Akkurat Regular Italic

Substitute fonts

Arial Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890?!,.,

Arial Italic
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890?!,.,

Brand fonts

Akkurat Bold
Akkurat Bold Italic

Substitute fonts

Arial Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890?!,.,

Arial Bold Italic
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890?!,.,

What happened to Campton?

Campton is a display face with a lot of personality. There's no appropriate PC alternative.

Georgia is the acceptable substitute for Periódico Display and Periódico Text.

Brand fonts

Periódico Thin
Periódico Thin Italic
Periódico Ultra Light
Periódico Ultra Light Italic
Periódico Extra Light
Periódico Extra Light Italic
Periódico Light
Periódico Light Italic
Periódico Regular
Periódico Regular Italic

Substitute fonts

Georgia Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890?!,.,

Georgia Italic
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890?!,.,

Brand fonts

Periódico Medium
Periódico Medium Italic
Periódico SemiBold
Periódico SemiBold Italic
Periódico Bold
Periódico Bold Italic
Periódico Black
Periódico Black Italic
Periódico Ultra Black
Periódico Ultra Black Italic

Substitute fonts

Georgia Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890?!,.,

Georgia Bold Italic
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890?!,.,

Letterhead, Envelopes, Business Cards

Northwestern
PRITZKER SCHOOL OF LAW

Northwestern
PRITZKER SCHOOL OF LAW

Northwestern Pritzker School of Law
375 East Chicago Avenue
Chicago, Illinois 60611-3069

Northwestern Pritzker School of Law
375 East Chicago Avenue
Chicago, Illinois 60611-3069
Phone: 312.503.7609
www.law.northwestern.edu

Northwestern
PRITZKER SCHOOL OF LAW

John Smith
Professor of Law
Director, Center for Legal Studies
Center or Program Affiliation
312.503.5555; fax 312.503.5555
j-smith@law.northwestern.edu

www.law.northwestern.edu
375 East Chicago Avenue | Chicago, Illinois 60611-3069

Northwestern

PRITZKER SCHOOL OF LAW